



## **Spectrum Reach relocates headquarters to 55,848 s/f at Rudin's 3 Times Sq.**

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Manhattan, NY Rudin has secured an agreement with Spectrum Reach to relocate its headquarters to 3 Times Sq., Rudin's 30-story, 925,000 s/f tower in Midtown.

Spectrum Reach, which is the advertising sales business of Charter Communications, provides scalable advertising and marketing services for local, regional and national clients in 36 states and 91 markets.

As part of an 11-year deal, Spectrum Reach will occupy 55,848 s/f across the entire 26th and 27th floors. The move from its current office at 1633 Bdwy. is set for this fall.

Robert Stillman, Cara Chayet and Liz Lash of CBRE represented Spectrum Reach. Ownership was represented by Thomas Keating of Rudin and the Cushman & Wakefield agency team of Ron Lo Russo, John Cefaly, Paige Engeldrum, Lou D'Avanzo, Mike Burgio and Dan Organ.

“We are pleased to welcome Spectrum Reach to 3 Times Square’s impressive roster of companies and institutions, who have been attracted to the tower’s upgrades, expanded amenity program and prime Midtown location,” said Michael Rudin, co-CEO of Rudin.

“It is fitting that we kick off our centennial year with an agreement that is emblematic of Rudin’s commitment to cultivating best-in-class environments for our customers.”

In lockstep with the reimagining of this iconic 30-story tower, Rudin has welcomed a number of tenants, notably adding Remy Cointreau and Anchin, Block & Anchin to the tenant roster and renewing Thomson Reuters, an original tenant. Additionally, Touro University celebrated the grand opening of its new consolidated campus within 3 Times Sq. in April 2024.

Originally constructed and opened in 2001 as the North American headquarters of Reuters Group PLC., Rudin and its joint venture partner Thomson Reuters engaged FXCollaborative to assist with a sweeping capital improvement program at 3 Times Sq. in 2020.

Rudin’s 3 Times Sq. redevelopment incorporates a new, glass-walled triple-height lobby and a sculptural façade screen that serves as a decorative architectural enhancement. The tower’s office tenants further benefit from a streamlined, touchless entry system, fully renovated destination dispatch elevator system and a dedicated 16th floor amenity space highlighted by a dining area, coffee bar, and a conference and event center. The tower also features a fitness center with locker rooms.

The building has achieved WiredScore Platinum certification in recognition of its best-in-class connectivity and was awarded SmartScore Gold certification for its exceptional user experience and high standards of sustainability. 3 Times Square has also achieved the WELL Health-Safety Rating, among other initiatives, in place to prioritize the health and wellness of building occupants. 3 Times Square also utilizes Nantum OS, the world’s most advanced building operating system focused on using artificial intelligence to improve efficiency, decrease carbon emissions and optimize tenant comfort.